DOCUMENT RESUME

ED 086 084 HE 004 988

AUTHOR	Barnhart, William
TITLE	University Opinion Poll 8C, Fall 1973. Research Bulletin, University of Minnesota, V14 N8 January 28, 1974.
INSTITUTION	Minnesota Univ., Minneapolis. Office for Student Affairs.
PUB DATE	4 Jan 74
NOTE	6p.
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Alcoholic Beverages; Alcoholism; *College Environment; College Students; *Recreational Activities; Research Projects; *Student Opinion; *Teacher Attitudes

ABSTRACT

The University Opinion Poll conducted a survey to obtain an estimate of student and staff opinion toward alcohol on campus. Four hundred seventy students and staff, 77% of a random sample of all students and staff at the University of Minnesota, were contacted for their opinions. Most respondents favor having alcoholic beverages on campus and would not feel uncomfortable in most situations if alcohol were available. (Author)

FILMED FROM BEST AVAILABLE COPY

office for student affairs RESEARCH BULLETIN

ED 086084

UNIVERSITY OPINION POLL 8C, FALL 1973

William Barnhart
Student Life Studies
University of Minnesota

The University Opinion Poll conducted a poll to obtain an estimate of student and staff opinion towards alcohol on campus. Four hundred seventy students and staff, 77% of a random sample of all students and staff at the University of Minnesota, were contacted for their opinions. Most respondents favor having alcoholic beverages on Campus and would not feel uncomfortable in most situations if alcohol were available.

HE 004 988

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

university of minnesota Volume 14 Number 8 January 4, 1974

UNIVERSITY OPINION POLL 8C, Fall 1973

William Barnhart

Student Life Studies
University of Minnesota

The granting of adult status to eighteen-year-olds in Minnesota raised a variety of questions as to use and availability of alcohol on campus. The Minnesota Unions asked the University Opinion Poll to investigate student and staff opinions towards alcohol on campus and in particular in the student unions. A second area of concern was the drinking habits of students. The poll was run from November 3 to November 7,1973. The steps of the poll were:

1. Generation of Issues and Pre-test

During the first part of October 1973 a pool of questions was generated by the governing board of the Minnesota Union and Student Life Studies. Items judged to be most appropriate within the length limitation of a telephone interview were selected. Questions were pre-tested by a professional interviewer on October 24,1973.

2. Conducting the Poll

During the period of November 3 through November 7 1973, Koser Surveys, Inc. called all the students and staff in the sample who had local telephone numbers. Each number was attempted several times (a minimum of four times) at different hours of the day. Ten percent of the respondents were contacted a second time as a validation check. The survey was mailed to students and staff who had local addresses but no listed phone number, to students and staff with non-local addresses and to students and staff with local phone numbers whom Koser Surveys was unable to contact.

3. The Sample and Contact Rates

The sample included 611 names, 321 student names and 290 staff names. The sample was generated in two steps. First, Admissions and Records generated a 3% random sample from their listings of all University day students (Extension students were not included.) Since the sample was larger than needed, every seventh name was eliminated; then all of those who had not registered and paid fees as of the end of the second week of fall quarter were eliminated. The final student sample contained 930 names and was randomly divided into two sections (609 students in one section and 321 students in the other) for two polls. The section with 321 names

was used for this poll so that the entire sample of approximately 600 names could include a sample of staff names from which statistical projections could be made. Second, a random sample of 290 staff (faculty and civil service) names was generated from the files of University Relations. Seventy-six percent of the staff and 78% of the students had either been contacted or had responded by November 21, 1973. Of the 281 staff with local phone numbers, 73% were contacted by Koser Surveys. Of the 64 who were mailed the questionnaire (nine without a phone and 55 with phone numbers but not contacted by Koser Surveys) 22% responded. Of the 236 students with local phones, 80% were contacted by Koser Surveys. Of the 130 mailed the questionnaire (85 without phone numbers and 45 with local phone numbers but not contacted by Koser Surveys) 48% responded. When interpreting the results of the questionnaire only differences between groups which are equal to or greater than six percentage points should be considered significant.

4. Analysis of Data

The University Computer Center punched the questionnaire results on data cards and the results were analyzed on the University's 6600 computer. Chi square analysis was used to investigate statistical differences for status (student or staff), sex, class (for students) and geographic area of campus where majority of time is spent. Differences were reported if the probability that they were due to chance was .01 or less.

Results

The results are presented in two sections. Section I gives the frequency distribution for each question. The percentages for some questions add up to 99% or 101% due to rounding errors. Section II reports statistical differences for each question (if there are any) for status, sex, class and geographic area of campus.

Section I

1. The Board of Regents will be considering proposals for revising Campus policy governing the use of beer, wine, and hard liquor on Campus. Should any of these alcoholic beverages be available on Campus?

	% of Student Sample (N=251)	% of Staff Sample (N=219)
A. Yes	68	67
B. No	21	21
C. Undecided	11	11

2. Which of the following should be available on Campus? (This question was not asked of the respondent if the answer to question 1 was No. Respondents could choose more than one response for this question.)

	% of Student Sample (N=198)	% of Staff Sample (N=173)
A. Beer	92	91
B. Wine	81	74
C. Hard Liquor	65	59

3. If alcoholic beverages were available on Campus, would you limit or forbid their sale during any of the following times? (This question was not asked of the respondent if the answer to question 1 was No. Respondents could choose more than one response for this question.)

	% of Student Sample (N=198)	% of Staff Sample (N=173)
A. Morning	27	27
B. Afternoon	10	7
C. Evening	2	3
D. Sunday	17	17

4. If you were in attendance and alcoholic beverages were available on Campus, would you personally feel uncomfortable? (Check all that apply.)

	% of Student Sample (N=251)	% of Staff Sample (N=219)
A. At social events such as pop concerts and dances.	10	11
B. At educational events such as lectures and seminars.	52	51
C. In a coffeehouse	10	12
D. At banquets	9	7
E. In recreation areas such as bowling alleys or billiard halls.	12	14
F. At cultural events such as gallery openings	34	28
G. In a cafeteria or where you eat lunch or dinner	25	30
H. Other	10	3

5. Which of the following activities currently held in the Unions would you be more likely to patronize if alcoholic beverages were available? (Check all that apply.)

	% of Student Sample (N=251)	% of Staff Sample (N=219)
A. Social events such as concerts and dances	24	11
B. Educational events such as lectures and seminars	4	2
C. Coffeehouse	23	12
D. Banquets	12	11
E. Recreation areas such as bowling alleys or billiard halls	19	9
F. Cultural events such as gallery openings	7	5
G. Cafeteria or where you have lunch or dinner	13	9
H. Other	8	1

6. In general, would you personally make use of alcoholic beverage service on Campus if it were available at the events listed above?

	% of Student Sample (N=251)	% of Staff Sample (N=219)
A. Yes	33	32
B. No	34	35
C. Undecided	4	4
D. Depends on the event	30	29

7. Would you be likely to patronize a bar or pub if there was one in the Union?

	% of Student Sample (N=251)	% of Staff Sample (N=219)
A. Yes	47	39
B. No	42	56
C. Undecided	11	6

8. Do you ever drink wine or beer? (Not asked of the staff.)

	% of Student Sample (N=251)
A. No	13
B. Yes	87

9. (If YES to Question EIGHT) About how many times a month do you drink beer or wine?

	% of Student Sample (N=218)
A. Once a month or less	20
B. Two to four times a month	32
C. Five to ten times a month	26
D. Eleven to twenty times a month	16
E. Daily or almost daily	7

10. Do you ever drink hard liquor (that is, alcoholic beverages other than beer or wine)? (Not asked of staff.)

	% of Student Sample (N=251)
A. No	23
B. Yes	76

11. (If YES to Question TEN) About how many times a month do you drink hard liquor?

	% of Student Sample (N=191)
A. Once a month or less	31
B. Two to four times a month	42
C. Five to ten times a month	20
D. Eleven to twenty times a month	6
E. Daily or almost daily	1

12. On what area of campus do you spend most of your time?

	% of Student Sample (N=251)	% of Staff Sample (N=219)
A. West Bank	14	9
B. East Bank	55	67
C. Minneapolis in general	14	10
D. St. Paul	10	13
E. Undecided, evenly split	6	2

Section II

Four of the differences between students and staff were statistically significant ($p \leq .01$). In response to question five, more students than staff reported that if alcohol were available, they would be more likely to patronize social events (24% to 11%, $X^2 = 13.1$, 1 d.f., $p \leq .001$), a coffeehouse (23% to 12%, $X^2 = 9.8$, 1 d.f, $p \leq .005$), and recreation areas (19% to 9%, $X^2 = 9.9$, 1 d.f., $p \leq .005$). In response to question 7 more students than staff reported that they would patronize a bar or pub in the Union (47% to 39%, $X^2 = 10.2$, 2 d.f., $p \leq .01$).

In response to question 9, male students reported more frequent use of beer or wine than female students (55% of the men reporting five or more times a month compared to 41% of the women, $X^2 = 14.5$, 4 d.f., $p \leq .005$).

No significant differences ($p \leq .01$) were found between staff men and staff women or among students in different years in school.